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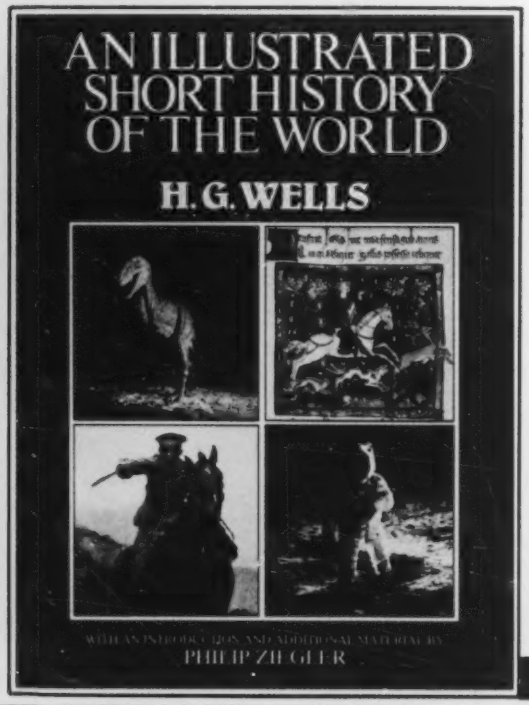

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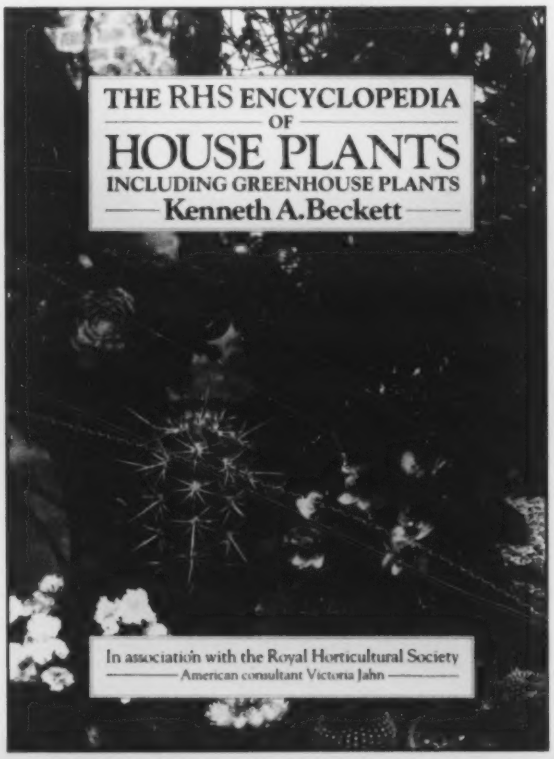

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THE DESSAUER REPORT

BY JOHN P. DESSAUER

First Quarter Sales: Vigorous

Given the sluggish ending of 1986, the book industry's strong performance, as reflected in AAP monthly sales reports for the first quarter of 1987, which serve as the principal source for these estimates, is most reassuring. It also represents, as it has so often in the past, a departure from the general economic pattern, where signs of the possible return of stagflation have begun to worry some economists.

Nearly all categories and market sectors benefited from the sales surge, with mass market paperbacks constituting a notable exception. It is useful to recall that neither 1986, a generally unspectacular year, nor 1985, which was at best fair, began with the promise of 1987. Experience has demonstrated, however, that first-quarter performance does not necessarily provide the definitive clue to results for the entire year.

The data in the accompanying tables are derived from the *Book Industry Trends* database maintained for the Book Industry Study Group by the Center for Book Research at the University of Scranton. Readers are referred to the forthcoming *Book Industry Trends 1987* for definitions and information on the methodology employed in the compilation of these estimates.

TABLE 1

ESTIMATED PUBLISHERS' NET BOOK SALES—FIRST QUARTER 1987

(Millions of Dollars and Units)

	Jan.–Mar. 1987		Jan.–Mar. 1986		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units
Trade	695.0	150.77	590.6	140.34	17.7	7.4
Adult Hardbound	363.1	55.91	311.9	51.63	16.4	8.3
Adult Paperbound	204.8	49.04	172.5	45.04	18.7	8.9
Juvenile Hardbound	90.1	24.22	74.4	21.71	21.2	11.6
Juvenile Paperbound	37.0	21.60	31.8	21.96	16.4	(1.6)
Religious	167.9	32.11	157.3	32.89	6.7	(2.4)
Hardbound	119.0	13.92	111.0	14.33	7.2	(2.9)
Paperbound	48.8	18.20	46.3	18.56	5.5	(2.0)
Professional	666.6	46.91	560.0	39.58	19.0	18.5
Hardbound	433.2	15.06	372.2	13.68	16.4	10.1
Paperbound	233.4	31.85	187.7	25.90	24.3	23.0
Book Club	154.3	26.41	135.3	25.39	14.1	4.0
Hardbound	129.5	10.73	112.4	10.14	15.2	5.8
Paperbound	24.9	15.69	22.9	15.25	8.7	2.9
Mail Order Publications	165.4	29.05	158.4	30.00	4.4	(3.2)
Mass Market Paperbacks	229.9	147.35	235.8	143.75	(2.5)	2.5
University Presses	26.5	2.44	25.4	2.44	4.3	0.1
Hardbound	19.5	1.02	19.2	1.09	1.8	(5.9)
Paperbound	7.0	1.42	6.2	1.35	12.2	4.9
Elhi Text	132.0	20.49	123.4	20.39	7.0	0.5
Hardbound	75.3	7.11	70.1	7.09	7.4	0.3
Paperbound	56.6	13.38	53.2	13.30	6.4	0.6
College Text	203.4	16.34	179.9	15.29	13.1	6.9
Hardbound	172.3	11.20	151.6	10.37	13.7	8.1
Paperbound	31.0	5.14	28.3	4.93	9.6	4.3
Subscription Ref.	48.0	0.12	48.6	0.13	(1.2)	(6.7)
Total	2,488.8	472.00	2,214.5	450.22	12.4	4.8

TABLE 2

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—FIRST QUARTER 1987

(Millions of Dollars and Units)

	Jan.–Mar. 1987		Jan.–Mar. 1986		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units
General Retailers	1,409.3	221.42	1,212.9	206.80	16.2	7.1
College Stores	1,029.7	95.25	947.2	95.01	8.7	0.3
Libraries & Institutions	345.8	24.48	312.1	23.83	10.8	2.7
Schools	255.5	40.08	235.9	39.09	8.3	2.5
Direct to Consumer	522.2	67.69	472.2	64.03	10.6	5.7
Other	101.4	42.98	88.4	40.94	14.7	5.0
Total	3,663.9	491.91	3,268.7	469.70	12.1	4.7